



Date of Council Meeting: December 9, 2013

**TOWN OF LEESBURG
TOWN COUNCIL WORK SESSION**

Subject: Video Production

Staff Contact: Betsy Fields, Research & Communications Manager

Recommendation: Staff recommends that the Town Council authorize the production of three 3-to-5-minute new resident orientation videos.

Issue: Should the Town provide new resident information via a series of video available on-demand through the Town website and social media channels?

Fiscal Analysis: There will be no impact to the FY 2014 budget. If the initial videos are a success, staff will recommend that the production of additional videos be included in future budgets. Cost of video production is approximately \$1,000 per finished minute.

Background: Some time ago, Council Member Wright suggested that the Town find a way to provide new residents with details about the services provided by the Town and other information of interest to new residents, as an alternative to holding periodic “New Resident Seminars.” Trends in media consumption indicate that people are more likely to search for and watch short topic-specific videos, rather than a lengthy video covering multiple topics or general information. Therefore, staff recommends that, as a pilot project, the Town contract for the production of three 3-to-5-minute videos, covering the following topics:

1. **Welcome to Leesburg:** Highlight heritage, historic preservation, safety, order and prosperity. Emphasize perks of Leesburg living like special events, parks and recreational facilities, services provided and overall quality of life.
2. **What You Get For Your Town Tax Dollars:** Highlight services provided by the Town, such as street maintenance, snow plowing, trash and recycling collection, parks and recreation, and police protection.
3. **Your Town Government:** Promote the mission and vision of the town government while highlighting opportunities for individual resident involvement, such as attending public meetings, serving on boards and commissions and other volunteer activities.

The completed videos will be featured on the Town website, YouTube channel and Facebook page. If the videos are well-received, staff envisions creating additional videos covering more specific information about Town operations and services, as the budget allows. Below is a list of possible video topics:

1. The Budget Process

2. Paying Your Town Bills
3. Trash & Recycling (Bulky Items, Brush, Yard Waste, etc.)
4. Street Maintenance & Repair
5. Winter Street Operations (Snow Plowing, Pre-treating, etc.)
6. Water Treatment Plant, Water Tanks, Pump Stations
7. Water Pollution Control Facility, TLC
8. Police Department
9. Parks & Recreation – Park Facilities
10. Parks & Recreation – Recreation Programs
11. Parks & Recreation –Special Events
12. Land Development Process
13. Leesburg Executive Airport
14. Thomas Balch Library
15. Historic District
16. Capital Projects
17. Transportation Infrastructure & Traffic
18. Economic Development

This recommendation to contract for production for New Resident Orientation videos is separate from the quarterly “Leesburg Unscripted” video magazine series currently under development and proposed to be produced by Monroe Technology Center students with the assistance of Capital TV Productions.